Marketing Technology

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Marketing Technology is an agile workshop-based process designed to help technology managers *make the business case* for a new technology (or product) internally or externally.

The process, based on CTM research (Making the Business Case for Technologies), applies clear templates to capture critical information, and facilitates discussion, knowledge sharing and learning between participants. Each step shown in the figure below is carried using a dedicated, easy-to-use template.

Aims

The project aimed to:
- Actively and practically assist technology development managers and teams of STIM members to make compelling businesses cases for a new technology or product, whether internally or externally, and
- Apply the Marketing Technology process to a variety of technologies and company contexts to test its versatility.

Progress made

This project did not successfully draw the interest of STIM companies, and, as such no in-company tests were carried out.

Process based on IfM CTM's "Making the Business Case for Technologies"
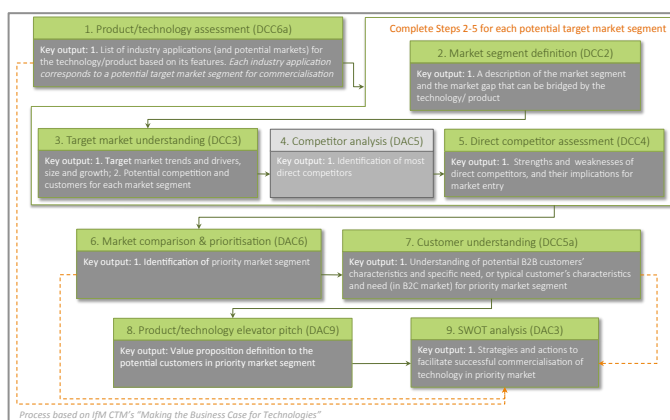
Future engagement

STIM companies still interested in applying the process are encouraged to get in touch with the researcher.

In addition, the CTM research upon which the process is based, is accessible in the form of:

- Probert, D., Dissel, M., Farrukh, C., Mortara, L., Thorn, V., & Phaal, R. (2013). The process of making the business case for technology: A sales and marketing perspective for technologists. *Technological Forecasting and Social Change*, *80*(6), 1129-1139, and

- Dissel, M., C. Farrukh, L. Mortara., V. Thorne, (2009). Making the business case for technologies. A five-step process guide. Institute for Manufacturing. University of Cambridge.